



WBQH

1050AM SILVER SPRING, MD

COMMUNITY COMMITMENT REPORT

1ST QUARTER 2013

DECEMBER 30TH • MARCH 30TH

MELVIN R. CHASE, JR.
DIRECTOR OF PUBLIC AFFAIRS
NEWS ADMINISTRATOR

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PUBLIC AFFAIRS PROGRAMS

WBQH La Mera Mera Radio offers its listeners a diverse mix of news, consumer affairs, and inspirational programming with a variety of entertaining and thought-provoking hosts. All programs air every Sunday.

PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

MUSIC AND THE SPOKEN WORD

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

SPORTS PROGRAMMING

WBQH La Mera Mera Radio is also part of the Federal News Radio Sports Network, airing games for Washington Nationals Baseball, Navy Football, D.C. United Soccer, American University Basketball, and George Washington University Basketball.

PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

🎧 Mar. 24th

PP #1 • 4:30am • 28 min • Color Theory - Mary Anne Reilly, artist, Washington, DC

PP #2 • 5:00am • 28 min • Advertising to Kids in Cyberspace - Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture

🎧 Mar. 17th

PP #1 • 4:30am • 28 min • Ethics For Children - Adriana Murphy, seventh grade social studies teacher and eighth grade ethics teacher, Green Acres School, Rockville, MD

PP #2 • 5:00am • 28 min • Tricks of the Trade - Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday Parenting Problems

🎧 Mar. 10th

PP #1 • 4:30am • 28 min • Plugged In Kids - Lee Rainie, Director, Pew Research Center's Internet & American Life Project

PP #2 • 5:00am • 28 min • Children's Friendships - Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice

🎧 Feb. 17th

PP #1 • 4:30am • 28 min • Intergenerational Relationships - Deborah Stiller, Director of Program Operations at Interages, and Margaret Merring, a Counselor at Farmland Elementary School

PP #2 • 5:00am • 28 min • Our Legacy to Our - Children Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday Parenting Problems

🎧 Feb. 10th

PP #1 • 4:30am • 28 min • Environmental Education - Vini Schoene, Director of the Burgundy Center for Wildlife Studies, Cooper's Cove Wildlife Sanctuary

PP #2 • 5:00am • 28 min • Twin Siblings and Families - Nancy Segal, Ph.D., Professor of Psychology; Director, Twin Studies Center, California State University; author, Someone Else's Twin: The True Story of Babies Switched at Birth

 Jan. 27th

PP #1 • 4:30am • 28 min • Cyberspace Advertising for Children - Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture

PP #2 • 5:00am • 28 min • Hearing - Carol Stock Kranowitz, author, The Out-of-Sync Child and (with Joye Newman) *Growing An In-Sync Child*

 Jan. 20th

PP #1 • 4:30am • 28 min • Plugged In Kids - Lee Rainie, Director, Pew Research Center's Internet & American Life Project

PP #2 • 5:00am • 28 min • Children's Friendships - Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice

 Jan. 13th

PP #1 • 4:30am • 28 min • Ethics for Children - Adriana Murphy, seventh grade social studies teacher and eighth grade ethics teacher, Green Acres School, Rockville, MD.

PP #2 • 5:00am • 28 min • Tricks of the Trade - Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, *Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday Parenting Problems*

PP #3 • 6:00am • 28 min • Color Theory - Mary Anne Reilly, artist, Washington, DC

PP #4 • 6:30am • 28 min • Cyberspace Advertising for Children - Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture

 Jan. 6th

PP #1 • 4:30am • 28 min • Kids Making Mistakes - Susan Rail, licensed clinical social worker. Remember this important slogan: **Practice makes progress!**

PP #2 • 5:00am • 28 min • Bullying – Dr. Maureen Donnelly, an Adolescent Psychologist in private practice and on the teaching faculty Georgetown University Medical Center and Children's Hospital Center, Barbara Herwitz, an experienced elementary and middle school teacher

PP #3 • 6:00am • 28 min • Plugged In Kids - Lee Rainie, Director, Pew Research Center's Internet & American Life Project

PP #4 • 6:30am • 28 min • Children's Friendships - Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice

MUSIC AND THE SPOKEN WORD

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OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

🎧 Mar. 24th

OCI #1 • 6:00am • 25:00 min • Moving - John Crawford of Collins Brothers Moving and Storage discusses obtaining estimates, pros and cons of types of estimates, how to prepare for a move and much more.

OCI #2 • 6:30am • 25:00 min • Sexting – Of Consuming Interests takes a look into whether public awareness has had an effect on this problem.

🎧 Mar. 17th

OCI #1 • 6:00am • 25:00 min • Health Care and Nurses - Mary Naylor of the Robert Wood Johnson Foundation discusses the impact nursing care has on patients and the practices and procedures necessary to improve the level of care.

OCI #2 • 6:30am • 25:00 min • Colon Cancer - Dr. Richard Gelfand discusses colon cancer, which is the second most common cause of cancer deaths in this country.

🎧 Mar. 10th

OCI #1 • 6:00am • 25:00 min • Center For Auto Safety - Clarence Ditlow of the Center for Auto Safety talks about safety recalls, how new technology is used to reduce truck accidents, cars that drive themselves and much more.

OCI #2 • 6:30am • 25:00 min • Loss of Vision - Dr. Michael Duplesse discusses eye health, how to protect your eyes, innovations in treatment of diseases of the eye and the effect the sun has on your eyes.

🎧 Feb. 17th

OCI #1 • 6:00am • 25:00 min • Chris Basso of Carfax discusses how to buy a used car, airbag fraud, and the millions of cars that have never had safety recalls fixed.

OCI #2 • 6:30am • 25:00 min • Center for Auto Safety - Clarence Ditlow of the Center for Auto Safety talks about safety recalls, how new technology is used to reduce truck accidents, cars that drive themselves and much more.

🎧 Feb. 10th

OCI #1 • 6:00am • 25:00 min • CARD Act Scott Talbott of the Financial Services Roundtable discusses the CARD Act and how it affects the fees and rules regarding credit cards and gift cards and the impact these changes have on consumers.

OCI #2 • 6:30am • 25:00 min • Moving - Rory Crawford, a moving consultant with J. K. Moving and Storage, discusses how consumers can choose the best mover, ways to check out movers, and how to complain if there is a problem.

 Jan. 27th

OCI #1 • 6:00am • 25:00 min • Sports Injuries - Dr. Marc Connell, an orthopedic surgeon, discusses sports injuries, treatments and prevention.

OCI #2 • 6:30am • 25:00 min • Making the Legal System more consumer-friendly - Tom Gordon from Responsive Law discussing the organization's efforts to make the legal system more accessible to consumers.

 Jan. 20th

OCI #1 • 6:00am • 25:00 min • Michelle Boykins Crime Prevention - Michelle Boykins of the National Crime Prevention Council discusses cyberbullying, Internet safety, increasing violence against teens and the McGruff Club.

OCI #2 • 6:30am • 25:00 min • Knight Kiplinger, who heads the Kiplinger financial media company in Washington, D.C., talks about when to retire.

ASCERTAINMENT

As part of our continuing effort to serve our listeners, WBQH La Mera Mera talked with various governmental and community leaders about the issues facing our area. The Top Three concerns were: The Economy, Transportation, and Government Accountability. For the eighth straight quarter, The Economy leads all categories.

The Top Issues were:

1. The Economy
2. Transportation
3. Government Accountability
4. Energy Policy
5. Crime and Public Safety
6. Education
7. Immigration Reform
8. Health Care

PUBLIC SERVICE CAMPAIGNS

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- 🎧 Children's Oral Health
- 🎧 Childhood Obesity Prevention
- 🎧 Community Engagement
- 🎧 Emergency Preparedness
- 🎧 Employment Opportunities
- 🎧 Financial Literacy
- 🎧 Health and Wellness
- 🎧 High School Dropout Prevention
- 🎧 Hispanic College Preparation
- 🎧 Hope For Homeowners Facing Foreclosure
- 🎧 Immigration Reform
- 🎧 Internship Opportunities
- 🎧 March of Dimes
- 🎧 Nutrition Education
- 🎧 School Attendance Matters
- 🎧 Underage Drinking Prevention